

CONTEST RULES
« MAXI VIP EXPERIENCE / ALOUETTES CONTEST »

1. CONTEST PERIOD

- a. The Contest is brought to you by the following entity (the “Contest Organizer”): Montreal Alouettes Football Club. (“The Alouettes”).
- b. The Contest entry period (the “Entry Period”) starts at 4:00 pm on AUGUST 18, 2025 and continues until 16:59 pm on AUGUST 31ST, 2025, Eastern Standard Time.

2. HOW TO ENTER

To participate in the “**MAXI VIP EXPERIENCE / Alouettes Contest** ” you must fill the participation form hosted at this address: [LINK](#)

- a. The rules prohibit any attempt or suspected attempt to enter the contest using unauthorized means. If applicable, this will be considered as sabotage, canceling all of the participant’s entries.
- b. Odds of winning depend on number of eligible entries received.

3. ELIGIBILITY

- a. This contest is open to all Quebec residents aged 18 and over who have filled the participation form.
- b. Employees, officers, directors, agents, and representatives of the Contest Organizer, his parent and affiliated companies, the Contest prize suppliers, the Contest judges (if applicable), and any and all other companies associated with the Contest, as well as those with whom the foregoing individuals reside, are not eligible to enter this Contest.
- c. The Contest Organizer shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Contest Organizer reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

4. PRIZE DESCRIPTIONS

Participants will have the chance to win:

- **One (1) suite for 12 people for the game on Saturday, September 6, 2025, at Percival Molson Memorial Stadium.**
 - **Estimated value: \$3,800**
 - **Twenty-five (25) packages of 4 tickets for the game on Saturday, September 6, 2025, at Percival Molson Memorial Stadium.**
 - **Estimated value: \$182 per package**
- a. No financial compensation will be made or will be due if the actual value is less than the value specified in this regulation. Each prize must be accepted as is and may not be transferred or exchanged without the consent of the Contest Organizer, which consent may be withheld at his discretion. The Contest prices may not exactly match the advertised price. The Contest Organizer reserves the right, in its absolute discretion, to substitute a prize of equal or greater value, if the advertised prize is unavailable, in whole or in part for any reason whatsoever.
- b. Except where expressly stated herein, Contest prices are provided "as is" without warranty.

5. DRAW

- a. One (1) random draw will be made on MONDAY, SEPTEMBER 1ST at 12 pm among the participations received. The winner will be contacted by email at the address indicated in the entry form, and have 48 hours to respond and accept the prize once the message is received. After this 48-hour period, another draw will be made to select a new winner.
- b. Decisions and rulings of the Contest Organizer and/or his representatives are final and binding without appeal in all matters related to this Contest and the awarding of a prize.
- c. To be declared a winner, a selected entrant must be in full compliance with these Contest rules; and, in the discretion of the Contest Organizer, sign and return a release of liability and consent to publicity form (the "Release Form") within the time period specified in the Release Form, and any other documentation as may reasonably be required by the Contest Organizer in his absolute discretion.
- d. The selected entrants may be required to provide proof of identification to the Contest Organizer when claiming a prize or otherwise in connection with this Contest to facilitate the Contest Organizer's accurate identification of a Contest winner.

- e. If a selected entrant does not fulfill the conditions set out in these rules, or declines or forfeits a Contest prize, the Contest Organizer reserves the right, in his absolute discretion, to cancel the Contest prize or to select another entrant from the remaining eligible entries pursuant to the process described above.

6. RELEASE OF LIABILITY / CONSENT TO PUBLICITY

- a. By entering the Contest, each entrant accepts and agrees to (i) be legally bound by these Contest rules, including all eligibility requirements, (ii) be bound by the decisions of the Contest Organizer and his representatives or the independent judging organization, if any, which are final, binding and conclusive (without appeal) on all matters relative to the Contest; and (iii) remise, release and forever discharge the Contest Organizer, his respective parent and affiliated companies, subsidiaries, licensees, distributors, divisions, dealers, retailers, printers and advertising and promotional agencies, any and all other companies associated with the Contest (including prize suppliers and suppliers of materials or services related to the Contest), and all of his respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages or liability for any loss, harm, damages, costs or expenses arising out of, or in any way related to, his/her participation in the Contest and/or the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), or any travel or activity that is related to the receipt or use of any Contest prize, including, without limitation costs or losses related to personal injuries, death, damage to, loss or destruction of property, and rights of publicity, personality, privacy and/or intellectual property.

By accepting a Contest prize, each winner authorizes each of the Contest Organizer and his respective designees to use in any related publicity the winner's name, city and province/territory of residence, photograph, image, likeness, voice, and any statements he/she may make regarding such Contest prize for advertising and promotional purposes worldwide in perpetuity, in any form of media including the Internet, without limitation and without additional compensation or consideration, permission or notification, unless prohibited by law; and each winner waives any rights that may exist in respect of materials produced pursuant to the foregoing.

7. LIMITATIONS OF LIABILITY

- a. The Releasees are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. The Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participation in this Contest or downloading materials from or use of any website.

8. PRIVACY

- a. By entering this Contest, each entrant consents to the collection, use, and disclosure of his/her personal information for the purposes and in the manner described herein. All information submitted by entrants is being collected by The Alouettes and is subject to the Montreal Alouettes Football Club, available at <https://www.cfl.ca/privacy-policy/>.

Online entrants may be given the option to receive commercial emails and/or other communications from the Contest Organizer or other parties; however, eligibility to participate in the Contest is not dependent upon an entrant's consent to receive any such emails and communications, and consenting to receiving such emails and communications will not impact an entrant's chances of winning. The Alouettes will not send informational or marketing communications to entrants, unless entrants expressly consent to receive such communications through an opt-in mechanism. Entrants may at any time opt out of receiving such materials by following the unsubscribe instructions provided at the bottom of any of these communications. Please consult the Montreal Alouettes Privacy Policy referenced above for further information on how The Alouettes collect, use, and disclose personal information. Any questions or concerns with respect to communications from The Alouettes may be addressed to the Chief Privacy Officer, whose contact particulars may be found in the Montreal Alouettes Privacy Policy. Where you elect to receive informational or marketing communications from a party other than The Alouettes, you understand and agree that your personal information will be shared with such other party for the purpose of facilitating the sending of informational or marketing communications, and you further understand and agree that your personal information, as shared with the other party, will be subject to the other party's privacy policy and information handling standards and practices.

In connection with prize fulfillment, The Alouettes may be required to provide your personal information to another party, including, but not limited to, any other Contest Organizer. By entering the Contest, you consent to such disclosure of your personal information in connection with the foregoing, and you understand and agree that, should your personal information be provided to another party, your information will be subject to that party's privacy policy and information handling standards and practices.

You further acknowledge and agree that, where you enter a Contest by means of a Third Party Service, any personal information that you share with, or by means of, such Third Party Service may also be used by the applicable Third Party Service in accordance with its own privacy policy

9. GENERAL

- a. **Rules and Laws.** This Contest will run in accordance with these Contest rules, which shall be subject to amendment by The Alouettes without notice or liability to you. Entrants must comply with these Contest rules and will be deemed to have received and understood these rules by participating in this Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. These rules are governed exclusively by the laws of the province or territory in which you reside, and you submit to the exclusive jurisdiction of the courts of such province or territory. Rights and remedies may vary by province or territory.
- b. **Cancel and Amend.** The Alouettes reserve the right to cancel, modify, or suspend this Contest or to amend the Contest rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, bug, corruption, security breach, or other cause beyond the reasonable control of the Contest Organizer, The Alouettes reserve the right to cancel or suspend the Contest and/or conduct a random draw from all previously received eligible entries.
- c. **Conduct.** The Contest Organizer reserves the right, in their absolute discretion, to disqualify without notice any entrant that they find to be: violating the Contest rules; tampering or attempting to tamper with the entry process or the operation of the Contest or any Contest website; acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; or attempting to undermine the legitimate operation of the Contest. Any attempt by an entrant or any other individual to undermine the legitimate operation of this Contest may be a violation of criminal and/or civil laws. Should any such attempt be made, the Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution, and The Alouettes reserve the right to ban or disqualify an entrant from this Contest and any future contests.
- d. **Identity of Online Entrant.** If a dispute arises regarding the identity of any online entrant, the applicable entry will be deemed to have been submitted by the authorized account holder of the account provided at the time of entry. An entrant may be required to provide proof that he or she is the authorized account holder of the account associated with a particular entry. The individual assigned by an Internet access provider, online service provider, or other organization responsible for assigning the applicable type of account is considered the authorized account holder. Whether or not an individual constitutes the authorized account holder in question will be determined by The

Alouettes in their sole discretion; and, if the name of the authorized account holder does not accord with the full name provided at the time of entry, the applicable entry may be disqualified at The Alouettes' sole and absolute discretion.

- e. **Residents of Quebec.** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement